

Abstract of the Disclosure

A method, apparatus, system, and computer program are provided for providing personalized content, particularly interactive and relevant audio content over as network. One embodiment uses such personalized content in conjunction with Internet advertising. In one
5 embodiment, content for one type of media (such as visual) may be separately targeted to a user from content for a second type of media (such as audible). Attributes of the content within the media may also be separately targeted. In another embodiment, a set of instructions may be provided to enable the spontaneous generation of audio by the user through the use of user events. This set of instructions may also be selected separately from other media.

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